



Tobacco Tid-Bits

Southwest Washington Health District

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CDC Report Highlights Alarming Smoking Statistics

Every pack of cigarettes sold in the United States costs the nation about \$7 in medical care and lost productivity, according to the latest Centers for Disease Control and Prevention report. Americans buy about 22 billion packs of cigarettes annually. The CDC is the first to establish a per-pack cost to the nation. They also found that smoking causes an average man to lose 13 years of life and an average woman to lose 14.5 years. "The fact that nearly a half million Americans lose their lives each year because of smoking-related illnesses is a significant public tragedy, said Dr. David Fleming, acting CDC director. www.cdc.gov/tobacco/research_data/economics/mmwr5114.intro.htm

- ◆ Tobacco addiction kills 442,000 Americans each year.
- ◆ On average, smokers lose approximately 14 years of life (not to mention years of pain before death).
- ◆ Smoking costs society \$7.18 per pack in health care and lost productivity.
- ◆ Smoking during pregnancy causes about 1,000 infant deaths each year

Centers for Disease Control and Prevention

Clark County Youth Groups Win American Mini-grants

The American Lung Association of Washington announced the recipients of anti-tobacco mini-grants and three Clark County schools are among the winners. Hudson's Bay High School and Cascade Middle School in Vancouver and Students Working All Together (S.W.A.T.) in Battle Ground will receive grants up to \$500 to be used for youth led anti-tobacco projects in schools and communities. "Our TATU group at Hudson's Bay will use the funds to meet with (high risk) 8th graders at Discovery Middle School— on a casual basis to talk about what high school will be like for them next year— including increased pressure to use tobacco," said Fae Jackson, school nurse. The grants are funded through the Department of Health and the American Legacy Foundation. For more information, log onto: www.alaw.org.



Teens Still Chewing

With the push to stop and prevent smoking and secondhand smoke you don't always hear as much about chewing tobacco. But it, too, is still a problem. More so in rural areas than the city, according to Glenn Hartman, Intervention Specialist at Camas High School and a former chewer. Glenn says a lot more athletes chew because it is easier to conceal than cigarettes and they think the health risk is less. To raise awareness about the risks of chewing tobacco, Glenn has arranged to have Rick Bender, a former baseball player from San Diego, CA who lost half his face to chewing, speak at student assemblies. Schools and groups interested in bringing Rick back to Southwest Washington can contact James Kisse at the Health District: 360.397.8214. Other ideas include allowing students who are trying to quit to chew gum or seeds in class as an alternative to chew, putting up posters about chew around sporting events such as little league and showing Mr. Dip Lip and Mr. Gross mouth to students. (Both of these models, which show the physical effects of smoking and chewing on the mouth, are available at the Health District for your presentations). The theme for World No Tobacco Day (May 31) is "Tobacco Free Sports: Play it Clean." The Health District will have posters available to distribute in mid-May. Contact Theresa Cross: 360.397.8215 x3178.

Vancouver Teen Nominated for Youth Advocate Award

Skyview High School student, Sarah Yamin, was nominated by the Health District as the West Regional Youth Advocate of the Year. The *Tobacco Free Kids Campaign* will announce the winner on May 8. Sarah was nominated for her involvement as one of four teens in Washington state on the State Tobacco Prevention Implementation Advisory Board, media literacy trainings she has done and her leadership and participation in BREATHE, the local youth tobacco prevention team dedicated to helping peers make positive choices about tobacco. The winner will be a spokesperson for the Tobacco Free Kids Campaign in this region, making several public appearances. Good luck Sarah— we will be waiting for the announcement!

Don't Keep Your News a Secret

Just a reminder that we are always interested in hearing about your tobacco news. If you are involved in any tobacco related events or have future calendar items to share please be sure to let our editor Kimberly Nelson know so others may benefit from your experience. The best way is to send a brief e-mail describing your tobacco news to Kimberly's e-mail address below. Be sure to include the 6 W's (**who**, **what**, **where**, **when**, **why** and **how**). Thanks for your input! Mail to: guykimberly@worldnet.att.net.

Latest Random Compliance Check Rates

April 1 through 5, 2002

- ◇ Clark County - 48 out of 52 retailers refused to sell to minors. Maintains 92% compliance rate from previous year.
- ◇ Skamania County - 10 of 13 retailers refused to sell to minors. Compliance rate of 77% shows a slight decrease from 80% compliance rate achieved last year.

Puyallup Bans Smoking in 13 City parks

The city of Puyallup has decided not to ban smoking in 13 city parks– but instead adopted an alternative proposal to place informational signs in the parks. In April the council proposed banning smoking in the parks and fining violators \$100.00. They would have been the first city in the state to enact such a wide- sweeping ban. Instead they approved a more lenient alternative to place signs in the park reading: "For the sake of our children, please don't smoke." Locally, on World No Tobacco Day, BREATHE members, local politicians, youth groups and Health District staff will dedicate the skateboarding area at Waterworks Park a voluntary smoke free zone. The signs will alert park visitors about the voluntary smoke free zone and note the Washington State Quit Line phone number on it.

Correction

Last month we told you that Community Choices 2010 has a new executive director. Her name is Barbe West, but we listed an incorrect telephone number. Her correct phone number is: 360.567.1087. CC 2010's new address is 1101 Broadway, Suite 120, Vancouver, WA 98660.

Smoking Cessation Classes for the Deaf

By using an interpreter, closed captioning and lots of visual aids the Southwest Washington Medical Center earlier this year was able to successfully hold a smoking cessation class for the deaf. It lasted 6 weeks and covered the same material as their community classes. The class was made up of about a dozen participants who wanted to quit smoking (contemplators) and those who did not want to quit (precontemplators). "We had wonderful input from the participants who even helped me learn some sign language!," said Gail Helland, Health Educator at SWMC. "Most students didn't quit when the class ended, but were already making plans and figuring out how and when to quit."

C-Tran Bus Ads a Go!



C-Tran has approved putting anti-tobacco ads on buses in Clark County. The State Department of Health will be buying the ads for the third quarter, which begins in July. The bus ads will sport the "Tobacco Smokes You" campaign. Previously C-Tran's advertising rules did not allow non-commercial advertising but they have reconsidered. Look for the roaming billboards this summer.

FDA Stops Nicotine Lollipop and Lip Balm Sales

The sales of nicotine lollipops and lip balm that had health advocates in an uproar earlier this month have been banned by the Food and Drug administration. They items were promoted as a "convenient, tasty way" to stop smoking and treat nicotine addiction. The FDA said the "candy-like" products present a risk of accidental use by children, are unapproved drugs and contain inadequate directions that do not warn strongly enough against use by children. www.fda.gov/bbs/topics/ANSWERS/2002/ANS01144.html

Calendar of Events

- April 30** Media, Minors and Manipulation - Media Literacy In-Service for school staff, ESD 112, 8:30-3:30. Contact: Pam Johnston 360.7500 x133
- May 9** Tobacco Free Coalition of Skamania County meeting. Skamania County Jail Conference Room, 3:30-4:45 PM. Contact: James Lanz 360.397-8416.
- May 14** Tobacco Free Coalition of Clark County meeting. Southwest Washington Health District, 2:30-4 PM Contact: James Lanz 360.397.8416
- May 21** Cessation Task Force meeting, 2:30-4:00. SWMC Memorial Campus, 100 E. 33rd St. Health Connections, 2nd floor. Contact: Pam Johnston 360.750.7500 x133 or Gail Helland 503 514.3127
- May 31** World No Tobacco Day. Contact Theresa Cross at the Health District for posters: 360.397.8215 x3178
- June 13** Schools Task Force meeting - 7:30 AM. SWWHD Garden rm. Contact Theresa Cross 397.8215 x3178